

3 VISION AND GOALS

This chapter outlines the vision and describes the goals and objectives for the *Mayfair Neighborhood Improvement Plan*. The vision and goals were developed to reflect the input of residents and business owners of the Mayfair neighborhood.

A. Vision

The residents of Mayfair recognize that their neighborhood currently has many assets that they wish to preserve and build upon, including good access to transit, freeways, and neighborhood-serving stores and services; many churches and community organizations, such as the Mayfair Improvement Initiative, the Mexican American

Cultural Services Association (MACSA) and the San Jose Grail Resource Center; the Mayfair Park, Community Garden and Community Center; and above all, a strong commitment on the part of all residents to improve the areas in which they live.

The residents also recognize that there are many areas where their neighborhood could improve. The residents of Mayfair envision a future where:

- ◆ People work together, to support one another to improve the neighborhood;
- ◆ There are good schools and community facilities providing quality educational experiences for adults and children;



Children playing after school at San Antonio Elementary School

- ◆ Decent, safe, sanitary and high quality affordable housing is available to all residents without regard to citizenship;
- ◆ It is safe and easy to walk on neighborhood streets;
- ◆ People are given the opportunities and resources to find and maintain well-paying jobs without regard to citizenship;
- ◆ There are adequate open space, park and recreational opportunities for the community;
- ◆ There is an environment in which all residents can live, work and prosper without fear in a safe and healthy surroundings;
- ◆ The Mayfair neighborhood provides a clean, inviting and well-maintained environment in which businesses can prosper and families can thrive;
- ◆ There are adequate transit options for residents to travel to work, school or leisure activity destinations.

B. Goals

During the planning process, community members developed a series of goals to achieve their vision of a safe, attractive and vital neighborhood. These goals were developed through a combination of this planning process and previous planning efforts by the Mayfair neighborhood.

1. Create and strengthen community pride.
2. Ensure that all Mayfair parents have the opportunity and the needed support services to plan for, start and raise healthy, well-adjusted families; all Mayfair children shall be raised in safe, nurturing and educational environments.
3. Ensure that all Mayfair children and youth (grade K-12) have available educational programs, facilities and opportunities needed to a) succeed in the marketplace; b) pursue their individual interests; c) graduate from high school; and d) undertake and advanced degree if desired.
4. Ensure that all Mayfair youth are well-prepared for adulthood and involvement in family, the workplace and the community.

5. Ensure that all Mayfair adults have ready access to educational opportunities and programs, provided in a culturally-sensitive fashion, to gain successful employment and pursue their personal interests.
6. Improve management of the Alum Rock School District.
7. Ensure that there are safe, attractive places for children to learn and play, and the community to interact.
8. Improve availability of and access to high quality and adequate social services for residents, regardless of ability to pay or citizenship status.
9. Increase the understanding of all residents as to how to make the most effective use of the health and social services available.
10. Reduce crime, especially violent crime, to establish a civic environment in which all residents can live and work without fear.
11. Reduce substance abuse and domestic violence.
12. Reduce the neighborhood drug trade.
13. Reduce juvenile crime and involvement of Mayfair residents in gang activity.
14. Increase the stock of high quality housing that is affordable to low- and very low-income Mayfair resident households, especially for families and seniors, and market this housing to existing Mayfair residents.
15. Improve the overall appearance of the neighborhood so that it is a physically clean and safe place to live and work.
16. Enhance the condition and appearance of housing and businesses in the Mayfair area.
17. Promote local businesses that serve the community and that are committed to actively supporting the on-going development of the Mayfair community.
18. Celebrate the Mayfair neighborhood and build civic pride and community spirit through ongoing cultural, artistic and community events.
19. Ensure that all Mayfair residents are employed and have the skills to succeed in well-paying jobs.
20. Improve pedestrian and bicycle safety throughout the area.
21. Improve existing service and explore new transit options to meet transportation needs of the community.

4 PLAN CONCEPTS

This chapter discusses the key issues in the Mayfair SNI area identified by the resident work group members, the Neighborhood Advisory Committee and the community-at-large. This Chapter suggests strategies to address these issues. These strategies were developed by the community working in collaboration with staff from the City, the Redevelopment Agency and the Mayfair Improvement Initiative. Existing programs or services that could address a given issue are discussed. Additionally, new strategies are often suggested where existing programs or services may not sufficiently or fully address a given issue.

A. EDUCATION

In community meetings, many people raised concerns about improving educational opportunities for the youth and adult population of the Mayfair SNI area.

1. Increased Adult Learning Programs and Facilities

Residents expressed a strong interest in having increased adult education programs and additional well-equipped facilities in which to provide these programs. The types of adult education programs desired include the following topics: English as a Second Language (ESL), High School General Equivalency Diploma (GED), Immigrant rights, computer classes, college extension classes and parenting classes.

Currently, a range of adult education programs are available to Mayfair residents through City facilities, such as the Mayfair Community Center and the branch libraries, as well as through many community-based organizations and local school districts. However, in order to ensure that there is dedicated space with well-equipped facilities in which to provide adult learning programs for the community, residents expressed that they would like to establish an adult learning center in the neighborhood. The community indicated the desire to use existing facilities for increased adult education programs. The community has mentioned the following facilities as potential sites to provide needed classes: the Mexican Heritage Plaza, the Mayfair Community Center, MACSA and the San Jose Grail Resource Center.



Neighborhood mural with message emphasizing the importance of the right to a quality education

Building and operating a new adult learning center could be accomplished by the City's Department of Parks, Recreation and Neighborhood Services (PRNS). There are also options for PRNS to coordinate with the Alum Rock School District (ARSD) and/or another organization to establish dedicated facilities for adult education programs. Thus, this *Plan* recommends that the City work with the community and the potential partners identified above to explore ways in which a new adult learning center can be established in Mayfair. In addition, this *Plan* recommends that the City work with the community to ensure that space in the new Mayfair Community Center is programmed for adult education programs.

2. Improving the quality of the Alum Rock School District

Many residents felt that schools in the neighborhood should be improved in terms of the quality of teachers and school facilities. Additional after school programs, including cooking, sewing and arts classes for children are desired. Some residents also commented that overall reform and improvement of the Alum Rock School District (ARSD) is needed. Though community members understood that City and community efforts in this area would be in the form of advocacy, during community meetings, residents expressed that they would like the City Council to show its support on the issue through adoption of a formal resolution asking the School District to improve its performance and the quality of instruction.

Efforts to improve the quality of education in the Alum Rock School District (ARSD) are within the control of the School District Board. Although the School District is working to improve education, there is still much to be done to achieve high-quality education. The School District is very dedicated to ensuring that its schools provide high-quality education. Advocacy on the part of parents in the community, keeping informed and involved, and making their concerns known to the School Board, is the primary approach that the community can undertake to influence management of the School District.

This *Plan* recommends that the City explore with the community appropriate ways in which it can support the School District in its performance improvements. In addition, the City should work with the NAC to increase outreach and awareness about existing education programs for youth, such as through the City-sponsored homework centers and other after-school educational and recreational programs offered at the Mayfair Community Center, local branch libraries and other community-based organizations in Mayfair.

B. EMPLOYMENT AND ECONOMIC DEVELOPMENT

Finding well-paying, stable employment is a major concern of Mayfair residents. Many residents raised concerns about having access to adequate services for finding jobs, job training, learning English, as well as related issues such as access to child care and adequate transportation and transit. Access to these services and jobs, regardless of citizenship status and safeguarding the general rights of immigrants are also of primary concern to the community. Support for local small businesses was also identified as an important issue. These concerns are elaborated upon below.

1. Support for Immigrant Rights

Residents report that there is a strong need for advocacy on the part of the City of San Jose, including police, education and health, judicial and other local agencies of Santa Clara County to support immigrant rights. The community recommended that the City adopt a resolution of support for the rights of immigrant workers and for a new federal immigrant legalization law. For example, residents would like the City of San Jose to adopt an ordinance to recognize the use of the "Matricula Consular" as a form of valid and legal identification by all the agencies of government as well as by businesses and other organizations that operate in San Jose.

Recently, many cities, counties, law enforcement agencies and banks have agreed to accept the Matricula Consular as official identification. Santa Clara County, San Francisco, Santa Cruz, Oakland and Los Angeles already recognize the Matricula Consular as an official document for Mexican immigrants who have a right to driver's licenses or green cards. The matricula consular is an identification issued by the Mexican consulate to Mexican citizens living abroad as a form of official picture identification. The Mexican Government issues this identification to those who have lived in the U.S. for at least six months, and who submit a birth certificate along with a photo ID when applying for the document. Santa Clara County, San Francisco, Orange County and Chicago are among the growing number of local government entities that have adopted resolutions in some form to accept the Matricula Consular.



Example of a Matricula Consular I.D. card

Shortly after "9/11" the City Council asked the Chief of Police to make a recommendation on what actions could be taken quickly to help both the Mexican immigrant population (the largest in the City) and the City have a measure of comfort regarding identification. The Chief recommended, and put into place an administrative policy and practice of the San Jose Police Department (SJPd) recognizing the Matricula Consular as a valid I.D. for the purposes of police business. The City Council is considering if other administrative action is necessary to assist the immigrant population but is not considering a Council policy at this time.

This *Plan* recommends that the City continue to work with the community to advocate for immigrant rights.

2. Increased Employment Assistance and Programs for All Mayfair Workers

Increasing awareness about existing employment assistance programs and augmenting those programs to meet the needs of all workers and local industries in Mayfair is an important goal for many residents. Residents recommended that a series of performance or utilization targets should be instituted for these programs by which to monitor effectiveness of Mayfair residents' usage of these programs. Residents were especially interested in finding ways in which to improve the employment status of undocumented individuals. Residents are interested in having a Mayfair-specific workforce development strategy that addresses all of these issues.

The Office of Economic Development (OED) and the Silicon Valley Workforce Investment Network (SVWIN) administer programs and services for employees as well as for businesses. The Office of Economic Development currently offers employment assistance services through the Silicon Valley Workforce Investment Network (SVWIN). The SVWIN is a comprehensive regional resource for employers, workers and job seekers that is federally funded and administered by OED. It provides services through a number of "One-Stop" Employment Centers throughout Northern California, three of which are in the South Bay. The One-Stop nearest to the Mayfair neighborhood is located at 1775 Story Road (at the intersection of King Road) in Suite 120. This Center provides services for all of San Jose, all unincorporated areas of Santa Clara County, and neighboring cities within the County. Services provided for job seekers include:

- ◆ Job search and placement assistance
- ◆ Career counseling
- ◆ Skills assessment testing
- ◆ Online resume posting to CalJOBS
- ◆ Workshops in resume writing, interviewing, Internet job searches, and networking
- ◆ Access to computers, the Internet, phones, faxes, and office supplies

- ◆ Employment resource library
- ◆ Assistance filing for unemployment insurance
- ◆ English language classes

While some of these services are available regardless of citizenship status, because the program is federally funded, many of the programs are limited to documented individuals. However, the Career Center, which provides access to computers, job listings, referrals, and the resource library, is available to all job seekers regardless of resident status. The One-Stop Center offers assistance in English, Spanish, Vietnamese, Mandarin and Cantonese as well as specialized services for elderly job seekers and those with disabilities.

The One-Stop offers two Youth Services programs, one of which targets youth ages 14-21, and provides work skills training and placement

in local businesses. The second program, Youth Services - Job Corps, provides jobs to disadvantaged youth ages 16-24 specifically, and focuses on instilling academic, social and vocational skills the youth will need to succeed in work and school.

Community-based organizations, such as the Mexican American Community Services Agency (MACSA) also offer some job training programs.

The *Plan* recommends that the City work with the community to explore ways in which to increase outreach efforts to inform the community of existing City and community-based organization employment assistance programs, such as those offered by MACSA. In addition, the City should work with the community to assess whether the employment needs of the Mayfair's working population can be adequately met by existing programs (with additional outreach) or will need to be augmented by additional services. The City should also work with the community to develop a Mayfair focused employment strategy be developed. This strategy would analyze the employment needs of the community, assess what is currently available and assess where additional strategies/services need to be developed.



*SVWIN One-Stop Employment Center
located at Story and King Roads*

3. Increased Outreach and Assistance for Mayfair's Day Workers

In addition to assistance to all Mayfair workers, the community identified a need for a specific strategy targeted towards the needs of day workers of the Mayfair SNI area.

There is currently no centralized facility offering services targeted towards day workers' needs. There used to be a day worker center located on Alum Rock Avenue, St. Joseph the Worker Center, which was operated by the non-profit organization St. Vincent de Paul. The center offered a process by which workers could get jobs from employers. It also ensured no abusive practices (such as not being paid for work) were taking place. It closed in October 2001 because its existing facilities were too small. St. Vincent de Paul is interested in finding new space to lease to house its day worker services. Currently, the closest facility for day workers is in Mountain View at the Calvary Assembly of God Church, which opened in February 2002.

A variety of employment and training services are available at the Silicon Valley Workforce Investment Network's (SVWIN) One-Stop facility at Story Road, but those services are only available to persons with the documented legal right to work in the United States per the regulations of the U.S. Department of Labor which provides funding for the One-Stop. SVWIN is administered by the City's Department of Economic Development.

In Fall 2001, the City Council voted to make the issue of day workers one of the top ten priorities for the Council to address. A task force was formed, comprised of representatives at decision-making levels of the City Manager's Office, Office of Economic Development (OED), Workforce Investment Act (WIA), Parks, Recreation and Neighborhood Services (PRNS), Police, and other departments as well as interested stakeholders from the community, including St. Vincent de Paul. The City has funded the St. Vincent de Paul Day Worker program for some years and most recently has assisted the organization in finding a new and larger site. Discussions about a proposed day worker center are still very preliminary. At this time, it is the City's goal to establish a centralized day worker center with adjunct programming and some type of transit pass or shuttle system to pick up and deliver people to the center. During the planning process, Councilmember Campos stated that she is open to reviewing options from the community that will make a centralized center address the needs of the community.



Former day Worker Center located on Alum Rock Avenue

This Plan recommends that the District 5 Council Office, the City Manager's Office, the Redevelopment Agency, and non-profit organizations such as St. Vincent de Paul continue to solicit input from the community to ensure any proposed plans for a centralized center address the needs of the Mayfair day worker population.

4. Support for Current and Future Mayfair Small Business Owners

Residents acknowledged that support to current and future micro- and home-based businesses in Mayfair was important to build wealth and social stability in the community. Residents were interested in increased outreach about existing business assistance programs. In general, the types of services that were of interest included business advice and coaching, loan programs, and information about topics such as permit procedures and starting business cooperatives.

The Office of Economic Development (OED) offers loans to small businesses through its Development Enhancement Special Fund (DESF) and Revolving Loan Fund (RLF) programs. It also has a Small Business Assistance Loan Program and Neighborhood Business Districts, for which small businesses along Alum Rock Avenue in the Mayfair SNI area would be eligible. OED and its partner organizations also offer business advice, coaching and support, as well as referrals to other resources in the City.

This *Plan* recommends increased outreach to businesses in the area to inform them of the business assistance services and financing and loan programs available through the City's Office of Economic Development and Redevelopment Agency. OED should work with the community to explore the development of new options.

C. HOUSING

Creating housing affordable and accessible to current Mayfair residents, including new affordable housing, promoting homeownership and encouraging appropriate levels of maintenance of private property by their owners, are of central importance to the Mayfair neighborhood.

1. New Housing Opportunities

The availability of high-quality, permanently affordable housing for all residents of the area is an important issue to the community. The development of new housing should be encouraged on available sites. The City does not directly build housing; therefore, its primary responsibility is to create a climate that fosters the development of housing, including affordable housing. The Housing Department administers a number of programs that seek to improve, preserve and increase the supply of affordable housing in the City. In general, the Housing Department supports construction of new rental and ownership housing by providing different types of loans and financing to non-profit and

for-profit developers that meet certain criteria, or it can purchase a property and then issue a Request for Proposals (RFP) to interested developers.

There are two housing projects in the Mayfair SNI area that the City's Housing Department helped to complete over the last decade, each of which includes an affordable housing component. The Grail, located at 2035 E. San Antonio Avenue includes 35 ownership units, of which 17 are low-income, 17 are moderate-income, and 1 is market rate. The Girasol on Alum Rock Avenue and King Road provides 60 very-low income rental units for seniors.

There are also four projects that are currently either under construction or in the planning stages in Mayfair:

- ◆ **Las Golondrinas**, located on Alum Rock and Kentucky Place with 49 senior rentals, which are anticipated to be extremely low-income restricted units.
- ◆ **HomeSafe San Jose**, located on Alum Rock and Kentucky Place, consists of 25 units for battered women and their children, anticipated to be extremely low-income restricted units.
- ◆ **Tierra Encantada**, located on Alum Rock and McCreery Avenue with 92 affordable family rental units and 12 market-rate ownership units. Out of the 92 family rental units, the affordability mix is expected to be the following: 10 extremely low-income, 57 very-low income and 25 low-income units.



The Grail housing development on San Antonio Avenue



The Girasol senior housing development on Alum Rock Avenue

- ◆ **Sunset Square Apartments**, located on 2080 Alum Rock Avenue, consists of 96 existing market rate units that will be rehabilitated and converted to affordable units.

Typically, rental projects with an affordable housing component that are economically feasible to build consist of 60 to 65 units on 1.5- to 2-acre sites. This minimum number of units is needed to make residences and on-site managers financially feasible. However, projects have successfully been built on smaller than average sites. A "for-sale" or ownership housing project that is "affordable" typically may need to be around 20 units or greater on a 1.5 to 2-acre site in order to be attractive to a developer to build.

In general, there are three ways in which the Housing Department currently becomes involved in a housing project. Usually, a developer and a real estate firm will obtain an option on a property and apply to the Housing Department for a loan. A recommendation that the City Council approve such a loan would be made only after the proposed project has received planning approval.

The Housing Department also may purchase a property. If the property is privately owned, the Housing Department needs to have a willing seller in order to pursue purchase. As a designated Redevelopment Area, the City's Redevelopment Agency has the power of eminent domain to acquire properties in Mayfair if it is determined that such an option is the appropri-

ate solution. The Redevelopment Agency Board and City Council did, however, approve a policy which might significantly limit the exercise of eminent domain on residential property. In any case, the power of eminent domain is typically the solution of last resort since it potentially entails moving existing tenants off the property and paying for relocation costs.

If a property is owned by a public agency and is surplus to its needs, the City's Housing Department could contact the relevant agency and determine whether it would be amenable to selling the property. If the agency is willing, the property would then undergo a joint-appraisal, after which the Housing Department would purchase the property and develop a Request for Proposals (RFP) from interested housing developers.

The Housing Department administers a Predevelopment Loan Program that provides funding to nonprofit developers of affordable housing. Loan proceeds are intended for "soft costs" incurred prior to the purchase of a development site. Examples of soft costs include professional services necessary to have property rezoned (architects, planners, engineers), and Phase I and Phase II environmental reports and appraisals. Predevelopment loans are secured by an assignment of the purchase and sale agreement for the property in question.

Funding for affordable housing primarily comes from money earmarked by the Redevelopment Agency for affordable housing, as required by California Redevelopment Law, as well as from other sources. In designated Redevelopment Areas, which includes all of the SNI project areas, 20% of the units in new affordable housing projects must be "affordable" at varying levels of very-low, low-, and moderate-income, depending on the size of the project. There is a possibility that a developer may be allowed to pay an "in-lieu" fee for some or all of the required units. The in-lieu fee must be approved by the City Council and the Redevelopment Agency Board, and it must be shown that there are comparable or "replacement" units that will be built in an upcoming project to be funded with Housing Department money.

Typically, the City funds between one-quarter and one-third of affordable housing projects, with the remainder being funded by outside sources. Many housing developers, both for-profit and non-profit, are experts at acquiring grants and tax breaks and would leverage City funding with funding from other sources.

The Housing Department is always looking for suitable sites for affordable housing. The challenge in Mayfair, as is the case with most of the city, is that many areas are already well-developed and there is little vacant land available. During the planning process, several potential sites for housing development had been identi-

fied by the community. Thus, this *Plan* recommends that the development of affordable housing should be promoted on the vacant and underutilized parcels in the Mayfair SNI area that are appropriate for residential use. Moreover, the community should continue to assist the City in identifying potential sites (with interested owners), and the Housing Department should investigate the feasibility of developing housing on sites recommended by the community.

During community meetings, residents strongly expressed that the City should ensure that any new housing built in the neighborhood directly benefit current Mayfair residents. Residents also suggested that it might be appropriate in some cases to consider altering current City standards for private open space and on-site parking for affordable housing projects, if it would directly benefit current Mayfair residents and relieve overcrowding issues in existing housing in the neighborhood. While creating a program where Mayfair residents receive priority over others is not possible, affordable housing projects should be advertised aggressively in the area to promote these opportunities among existing residents. This could be achieved by requiring developers to coordinate outreach with the neighborhood association, and other neighborhood organizations, such as the Mayfair Improvement Initiative when new housing projects are planned or approved.

2. Second Units

The community also would like the City to consider allowing second units ("granny units") to be built on existing single-family properties on plots of appropriate size, on the condition that the property owner agrees to offer the second unit as permanently affordable housing, even through transfer of title. Community members stressed that the main intent of this recommendation is not to grandfather in illegal garage conversions or other unpermitted uses. The rationale behind this recommendation is to provide additional, decent, low-cost housing units to the



*Examples of second or "granny" units
built above garages*

Mayfair community, while providing homeowners with an additional source of income. However, in *addition* to allowing new second units, residents recommended that the City could also consider a policy of amnesty for existing second units in conjunction with providing financial assistance for owners and/or tenants to bring these units up to City health and safety Code standards if needed.

Currently, the City's Zoning Ordinance does not allow the construction of second units. This is a Citywide policy issue and may require a more comprehensive planning effort. In addition, there may be constraints to accommodating second units only within targeted areas of the City. This *Plan* recommends that the City explore the feasibility of allowing second units to be built on certain properties of a certain size, as well as a policy that combines amnesty for existing second units with financial assistance to assist bringing these units to meet City health and safety standards. In addition, this *Plan* recommends that the City help anyone displaced to find affordable housing within Mayfair.

3. Homeownership

Increasing homeownership for current residents is an important goal of the Mayfair community, as it would help create a sense of ownership in the neighborhood as a whole, and contribute to the community's long-term stability. The Mayfair SNI area has a very high proportion of

rented units to owner-occupied units; approximately 60% of the housing units in the Mayfair area were rental in 2000.

Community members recommended that the City explore the potential of offering "lease-to-own" programs to assist current Mayfair renters, in conjunction with the rehabilitation of existing, blighted rental properties, as a form of "sweat equity". Currently, no "lease-to-own" programs as described by the community exist in San Jose. This concept will require more indepth analysis to determine its feasibility.

The Department of Housing does offer some limited programs to assist people in becoming homeowners. The City and Redevelopment Agency has designated Neighborhood Housing Services Silicon Valley (NHSSV) as their agent to provide homeownership assistance to the general population. NHSSV administers the HomeVenture Fund, which provides homeownership assistance in the form of silent second mortgages. NHSSV also operates a variety of other programs, including homebuyer education, assistance to homeowners in targeted neighborhoods for rehabilitating and maintaining their properties, and an acquisition/rehabilitation/resale program to convert single-family rental properties into homeownership opportunities. The challenge in Mayfair, as is the case

with other SNI areas, is that many residents often do not meet minimum income requirements for the types of lending assistance currently available. Thus, residents stressed the need for new, innovative assistance programs that address the needs of Mayfair residents who cannot access existing programs because they do not meet current income eligibility criteria. An example of such a program would be a "sweat equity" program, where households assist with construction and/or rehabilitation of a property, which is factored into a reduced purchase price.

This *Plan* recommends that the City explore potential options for new financing opportunities for current Mayfair renters, such as those suggested by the community, to accomplish the ultimate goal of assisting more people who are currently renters to become homeowners.

4. Private Property Improvements

Residents of Mayfair expressed that there were many houses and buildings in the area whose appearance could be enhanced in order to meet City health and safety standards, in addition to improving overall attractiveness of the area and increasing a sense of neighborhood pride. They stressed that special efforts in this regard should be targeted towards rental properties, especially those with absentee owners.

The City currently offers a number of programs and grants to improve residential properties. The City's Department of Housing offers home rehabilitation loans and paint grants to assist eligible property owners with the cost of repairs necessary to maintain their homes to current health and safety standards. The Department of Housing recently adopted a new program specifically targeted to improve residential properties in SNI areas. The SNI Home Improvement Exterior Grant Program includes grants of up to \$25,000 for qualified applicants intended to pay for aesthetic property improvements such as landscaping that go beyond health and safety improvements. These grants apply to owner-occupied and rental properties. The SNI staff of the Department of Housing will work closely with applicants from the beginning to the end of the process.

The City's Department of Housing should publicize its SNI Home Improvement Exterior Grant Program and other home rehabilitation programs to the Mayfair neighborhood.

Additional programs offered by the City that could improve the appearance and condition of residential property are offered by the City's Code Enforcement Division. The Code Enforcement Division has developed training workshops to help renters and owners learn

about property upkeep and to assist individuals apply for available grants, such as:

- ◆ **Property Management Seminar.** This workshop is designed to provide property managers and owners with basic management techniques for screening tenants, writing rental contracts, and enforcing house rules. Training also includes routine maintenance techniques.
- ◆ **Tenant Seminar.** This workshop is designed to educate renters about their responsibilities and how they can help in the routine upkeep of their units.
- ◆ **Housing Rehabilitation Applications Seminar.** This workshop is designed to help property owners to complete and submit applications for Housing Rehabilitation Loans and Grants.

This *Plan* recommends that the City's Code Enforcement Division work with the NAC to identify community members who should be contacted about these workshops, conduct Mayfair-specific forms of outreach, and subsequently, schedule the training workshops for these people.

5. Design Guidelines for New Development in Mayfair

Community members also expressed the desire to develop design guidelines for new development in Mayfair in order to enhance and maintain the traditional visual appearance of the neighborhood. Positive attributes of existing housing mentioned by residents include wrought iron

fencing and gates, front gardens with a variety of plants and styles, play spaces in front yards and a variety of bright exterior paint colors. This Plan recommends that the City work with the community to develop design guidelines for the Mayfair SNI neighborhood.



Examples of positive attributes of existing housing in Mayfair, such as wrought iron fencing, attractive landscaping and play spaces in front yards

D. LIBRARY

Many residents believe that a branch library needs to be located in or closer to Mayfair because there are significant obstacles to accessing the closest existing libraries, as listed in Chapter 2. Residents report that it is inconvenient and expensive to get to the nearest libraries. Without a car, residents using the bus have to make up to two transfers to travel to the nearest libraries, which during peak hours can mean travel times of 30 minutes or more. Travel costs can be prohibitive as bus fare is approximately \$3.00 per trip, which can mean \$15.00 or more per trip for families (of 4 or 5 members). Residents also report that the current Bookmobile service, which stops once a month at the Mayfair Community Center and the Grail Community Resource Center for about an hour at a time during the day, is not optimally scheduled so that the community can take advantage of it.

Libraries are an important resource to this community, not only for the obvious benefits they provide, but because they play a pivotal community-building role. Libraries provide a positive place for families, and especially for the community's youth, to gather instead of being out on the streets.

Thus, the primary desire expressed by the community is to establish a new branch library in or closer to Mayfair. Other options for improving existing library services were also raised by the community, including the possibility of cre-



Libraries are an important resource for the community

ating new library-type spaces in existing buildings; however, this was clearly a second choice to the community's recommendation of establishing a new branch library in Mayfair. Strategies to improve existing services included the following suggestions: implementing an educational campaign to Mayfair residents about services and classes offered at existing libraries; establishing shuttle service to nearby libraries; creating a network of computer terminals to access library services; establishing a reading or resource room; exploring changing hours of some libraries; exploring adjusting hours and operation of the Bookmobile, and; increasing Spanish language collections of some libraries.

There are no plans to construct a new library in the Mayfair neighborhood in the San Jose Public Library Branch Facilities Master Plan, which is the City's plan for expanding its branch library system to meet the needs of San Jose's population through 2020. However, given the

combined factors of the constraints the community faces in accessing existing library services and the high priority given to this recommendation, this *Plan* recommends that the City explore ways in which to bring a branch library to the community. Moreover, given the long timeframe to construct a new library, this *Plan* recommends improving existing library services in the interim.

E. OPEN SPACE AND BEAUTIFICATION

Residents are interested in activities that would foster an appreciation of nature and open space, and that would instill a sense of commitment among Mayfair residents to maintain the overall appearance of their neighborhood. Community members also expressed the desire to increase and improve park and open space lands.

1. New and Improved Open Space Opportunities

Mayfair Park and Recreation Improvements. Residents are interested in improving the Mayfair Park and Community Center area, as outlined in the current draft of the Mayfair Park Master Plan. Community members have expressed that the park is currently underutilized because people do not feel safe. One phase of the planned improvements include safety enhancements to the park area and new facilities to address these concerns. Funding has not yet been

identified for this phase of park improvements, which is estimated at a total cost of \$4,125,000 (in 2002 dollars). The community would like the City to consider dedicating SNI funding towards paying for a portion of Phase IV of the park improvements, as outlined in the Master Plan. Some residents also expressed interest in developing a sports field at the Cesar Chavez Elementary School. The City and the Alum Rock School District should investigate the feasibility of developing this use at the Cesar Chavez Elementary School site.

Trails along Lower Silver Creek. The Santa Clara Valley Water District (SCVWD) is in the process of constructing channel improvements to Lower Silver Creek that will increase its capacity and reduce the occurrence of flooding in the area. The project will increase capacity of the creek by widening the creek channel, as well as beautify the creek with additional trees and landscaping.



Mayfair Park

SCVWD is working with the City and the community to incorporate elements that would enhance the surrounding area, in addition to providing flood protection when possible. For example, there are opportunities to provide amenities such as trails along the creek, as the City has done in coordination with SCVWD in other areas. The City should pursue working with the SCVWD to explore the potential of having the maintenance road that it needs to build as part of the channel improvements serve also as a publicly-accessible recreational trail, as shown in Figure 8.

2. Fostering Residents' Appreciation of Open Space and Nature

Increasing awareness and fostering residents' appreciation of open space and nature is desired by the community. PRNS runs a number of educational programs at the City's parks and community centers and community gardens. The community can request PRNS presence at a community event to present information about its programs. There are also other non-City organizations that offer outdoor and environmental education programs. This *Plan* recommends that PRNS provide increased outreach to Mayfair about City and non-City outdoor and environmental education programs.

3. Community Cleanliness

Residents of Mayfair have expressed a desire to keep their neighborhood clean and free of unsightly litter and garbage. During community meetings, the following recommendations were made to address this problem:

Education about local programs, services and events. Residents are interested in increased outreach to the community about available programs to deal with litter and garbage, perhaps through a pilot neighborhood-focused education campaign. They are also specifically interested in raising awareness among Mayfair's youth about the importance and benefits of maintaining a clean neighborhood and protecting the environment. This *Plan* recommends that the relevant City departments, such as Environmental Services, Planning Building and Code Enforcement (Code Enforcement), and PRNS should promote available services to Mayfair residents at community meetings and events. Commu-



Garbage and litter on the street negatively impacts visual appearance of neighborhood

nity members and local schools should also take the lead in informing representatives of these departments of relevant community events and invite them to these events.

Conduct additional Mayfair clean-up events and other community pride events each year. Residents expressed that they would like additional community clean-up events to be organized in Mayfair, like the ones currently organized and funded by the Mayfair Improvement Initiative. Residents were interested in organizing other neighborhood celebrations and events that would have a focus on promoting community pride in maintaining a clean neighborhood. These events should include cultural components directed towards Mayfair's Latino and Vietnamese communities.

Target City clean-up programs to Mayfair. Residents were interested in targeting City programs such as the Mayor's "Anti-Litter Campaign" and the Adopt-A-Block program to Mayfair. The Anti-Litter Campaign launched in Spring 2002 is a policy to raise awareness about this particular issue and is currently largely volunteer-based. The Anti-Litter Program conducts presentations to communities about the services they provide. These presentations can include before and after clean-up pictures, as well as pictures of the litter situation in other communities, for comparison. Another program that might be of interest to the neighborhood is the City's Anti-Graffiti program. This program promotes the eradication of graffiti by responding to reports of the pres-

ence of graffiti at specific locations. This program will remove graffiti on public property. In addition, City staff will remove graffiti on residential properties and then provide residents with matching paint and education on how to remove and prevent graffiti on private property. The "adopt-a-block" program provides paint, solvents, rollers and other related materials to volunteers to help eradicate graffiti when it occurs.

Improved street sweeping. The effectiveness of street sweeping in Mayfair seems to be hampered by the number of cars that remain parked on the street during the City's regularly scheduled street sweeping days. This Plan recommends that the community work with the City to explore ways to improve street sweeping in Mayfair. Potential ways to address this issue include increasing outreach to inform and remind residents when street sweeping occurs and/or



Street sweeping

installing and enforcing "No Parking during street sweeping" signs in the neighborhood. Residents also expressed the desire that the City consider including Spanish and Vietnamese text, in addition to English, on the "No Parking during street sweeping" signs.

Residents are also interested in providing additional reminders about street sweeping and clean-up events. Currently, the City provides notice about street sweeping schedules through mailings that accompany residential garbage bills for the entire city once a year, in addition to disseminating this information through other community outreach events that target multi-family residential residents. This *Plan* recommends that the City explore conducting targeted outreach to a neighborhood at a community's request. The community and neighborhood groups should also consider putting reminders about street sweeping schedules in the neighborhood newsletter and other similar community publications.

4. Vehicle Abatement

Inoperable or abandoned vehicles parked on the streets in Mayfair exacerbate congestion and diminish the effectiveness of street sweeping services in the neighborhood. The City should increase its enforcement of codes pertaining to the abatement of abandoned and inoperable vehicles in the public right-of-way and inoperable vehicles located in the front yards or front setback area of private property. To do so, the community



*Abandoned and inoperable cars
parked on the street*

will need to be proactive in reporting problems to the relevant departments. Under the City's Vehicle Abatement Program, abandoned, inoperable or unregistered vehicles are marked and towed off the streets. The Private Property Towing Program removes inoperable vehicles from private residential properties.

5. Limiting Parking of Large Commercial Vehicles

During community meetings, some residents expressed that there were streets in the neighborhood where large commercial vehicles were parked that detracted from the residential character of the area and contributed to congestion. Many residents were interested in exploring ways in which to restrict the parking of large commercial vehicles in certain areas.

The zoning designation of a particular area determines whether large commercial vehicles are allowed to park on the street. According to the City's Zoning Ordinance, large commercial vehicles are not allowed to park on streets in areas that are zoned as residential areas. In cases where large commercial vehicles are parked on streets in areas zoned as residential areas, residents should use the City's "311" phone number to report the location of these vehicles. Subsequently, the City, either staff from DOT or the Police Department's traffic enforcement division, will issue citations to vehicles, after confirming that the vehicles in question are in violation of parking regulations.

In areas that have commercial zoning designations, such as along portions of Jackson Avenue, East San Antonio Street, King Road and Alum Rock Avenue, large commercial vehicles are allowed to park on the street. The only way to restrict the parking of a particular type of vehicle in an area with a zoning designation that otherwise permits it, is for residents to make an appeal to the City Council to pass an ordinance to this effect; this would be difficult and has rarely been successful in the past. Residents would have to demonstrate that the parking of large commercial vehicles in a particular area caused a significant public nuisance or cause dangerous traffic conditions, despite the zoning designation of the area, which is intended to allow commercial uses (and its associated parking needs). Also, the drivers of the commercial vehicles could make a counter appeal to the Council.

The only other option to restrict parking of large commercial vehicles in an area with a commercial zoning designation would, in effect, restrict parking to all vehicles, regardless of size or type; and would only apply to restricting parking on street corners. For example, if residents believe that large commercial vehicles parked on street corners in the neighborhood block visibility or obstructs traffic, resulting in dangerous conditions, the community can request that the Department of Transportation (DOT) to evaluate the area. In such cases, if DOT concurs, it would install "No Parking" signage or paint red curbs in the area, which would restrict the parking of all types of vehicles in the affected area.

This *Plan* recommends that the community should work with the Planning Department to explore whether there are ways to restrict parking of large vehicles on streets where residents have identified this as an issue.

F. PUBLIC SAFETY

1. Increased Police Presence

In general, Mayfair residents expressed a desire for a stronger police presence throughout the area to address gang activity, alcohol and drug law enforcement, and public intoxication and loitering, particularly in front of homes, and the areas around pockets parks, Mayfair Park and Lower Silver Creek. Residents are interested in ways to improve and strengthen communication between police officers and the community.

The Police Department's Bureau of Field Operations assists in maintaining police service to the community by providing continuous availability of field units. There are a total of 83 beats in the City of San Jose, two of which fall within Mayfair. Teams of patrol officers, usually consisting of 5 to 6 beat officers, patrol an area in three shifts each day. There is a day shift from 6:30am to 4:30pm, a swing shift from 3:00pm to 1:00am and a night shift from 9:00pm to 7:00am. Typically, beat officers serve in a particular area in six-month rotations.

In addition to beat officers that regularly patrol the neighborhood, the Police Department has special units that address more focused problems related to narcotics, graffiti, gang-related crime and blight issues. Three other police units, the Violent Crimes Enforcement Team (VCET), the Gang Investigations Unit (GIU) and the Metro Unit, address more focused problems related to narcotics, graffiti, gang-related crime and blight

issues. The VCET and GIU address the impacts of violent criminal and gang-related activities in the schools and neighborhoods. These units work in conjunction with other police resources, the staff from Project Crackdown, Neighborhood Services (PRNS), Right Connection and Project Pride. The Metro Unit, formerly the narcotics and street crime unit, addresses issues affecting quality of life and blight issues, such as public drinking, loitering and the homeless.

In order to help promote and support neighborhood efforts, the Office of Crime Prevention offers a number of programs in partnership with other City departments and school districts that seek to foster stronger ties between the community and the Police Department in order to prevent crime. Crime Prevention officers are available to attend neighborhood organization meetings to make presentations on a variety of safety and crime prevention topics. One program that the community has expressed particular interest in initiating is the Neighborhood Watch program. This program, coordinated by the San Jose Police Department's Crime Prevention Unit, provides an opportunity for community residents to learn how to discourage, deter, and prevent crimes that are prevalent in residential areas, such as burglary, auto theft, and graffiti. Issues such as drug dealing and gang activity are also addressed. This program brings the community together with the police to achieve the common goal of preventing crime.



Discussing neighborhood issues with Police Department and Code Enforcement staff

This *Plan* recommends that the City work with the community to explore ways in which to focus these resources in the Mayfair neighborhood, thus providing a stronger police presence, improving communication between the community and the Police, and increasing community awareness.

2. Improved Street Lighting

In order to enhance the overall safety of the neighborhood, residents would like all of the street lights in Mayfair to be upgraded to current City construction standards.



Effective street lighting leads to safer and more attractive streets

Improved lighting leads to safer, more attractive streets. Whenever possible, lighting should be scaled to the pedestrian, and should be placed between the sidewalk and the street. The Department of Public Works is responsible for installing new street lights, while the Department of Transportation is responsible for issues related to improving existing lighting.

While Community Development Block Grant (CDBG) funding has been secured to install new street lights on a portion of the streets in the neighborhood as part of the "Mayfair 2002 Street Lighting Project", this funding will not be sufficient to replace all of the street lighting in Mayfair.

This *Plan* recommends that the City install new lights as funding is identified. The community will need to prioritize which of all the street segments in need of new or improved street lighting should have lighting installed first.

3. Gang Prevention and Intervention Programs

Residents are concerned about a resurgence of gang activity in the neighborhood. Residents report that existing City programs to address gang activity are effective when provided at appropriate levels, and request an increase of service from current minimal levels. Additionally, increased education and awareness about the programs and services available, as well as targeting efforts to the Mayfair neighborhood for both youth and adults, is desired.

The Department of Parks, Recreation and Neighborhood Services (PRNS) offers programs such as the Right Connection, Project Pride, Clean Slate and Turn It Around, STAND (Striving Achievement with New Direction), After Care, Safe Schools Initiative, and PEARLS (Parent Education and Resource Link Services). The Mayor's Gang Prevention Task Force and San Jose BEST (Bringing Everyone's Strengths Together) also target contracted services into the community. These programs provide a range of prevention, intervention and suppression programs, services and resources. There are also community-based organizations in the neighborhood which offer gang intervention and prevention programs, such as the Mexican American Community Services Agency (MACSA).

The San Jose Police Department has a Violent Crimes Enforcement Team (VCET) and Gang Investigations Unit (GIU) which provide targeted gang services to the City of San Jose.

This *Plan* recommends that PRNS work with the community to increase culturally-appropriate outreach efforts to inform youth of the availability of these programs. PRNS should also determine whether additional staffing for existing programs is needed to accommodate the needs of the Mayfair SNI area.

4. Outreach and Augmentation of Domestic Violence Support Programs

Residents reported that domestic violence is an issue in Mayfair. There is a need for increased outreach to the community about existing programs, as well as augmentation of support programs for both victims and perpetrators of domestic violence. Residents were particularly interested in exploring ways to increase awareness and support for programs that seek to address domestic violence issues in a more proactive manner.

The Police Department's Family Violence unit focuses on three areas of behavior which most often victimize the family. The investigative units specifically address domestic violence, child/elder abuse and threat management (stalking). The unit is staffed by representatives of the District Attorney's Office, Adult Probation, Child Protective Services, the Police Department, and a victim advocate from Next Door, Solutions to Domestic Violence. The Police Department also operates a Family Violence Center, located at 125 East Gish Road, which provides the following services:

- ◆ Advocacy services for victims of domestic violence and their children, including counseling
- ◆ Assistance in obtaining Temporary Restraining Orders (TRO)

- ◆ Personal contact with Police Investigators who specialize in the areas of domestic violence, Child and Elderly Abuse, and Stalking
- ◆ Personal contact with attorneys from the District Attorney's Office
- ◆ Personal contact with Social Workers from the Department of Family and Children's Services
- ◆ Personal contact with a Probation Officer from the Probation Department
- ◆ Referrals to 24 hour emergency shelters
- ◆ A waiting area for children to play during visits to the Center
- ◆ Educational programs for community organizations, churches, schools and businesses to inform the public about family violence
- ◆ Process applications for the AWARE alarm system and the Mobile Cellular Phone Programs

The County's Social Services Agency (SSA) operates one of its three family resource centers in Mayfair, the Nuestra Casa Family Resource Center, which provides on-site support groups and counseling for problems of family violence. The SSA's Department of Family and Children's Services (DFCS) is planning on launching a pilot "family to family" project in conjunction with

the City's Police Department to address domestic violence cases involving child abuse for the City's Police "District M", which includes the Mayfair neighborhood. The pilot program will involve joint-response from the County's DFCS and City law enforcement. When a call is received reporting domestic violence that involves child abuse, the DFCS will be contacted and a social worker and a police officer will be dispatched to investigate, and will make a joint assessment of the situation. The purpose of the program is to provide alternatives for families and reduce the admittance rate for children to local shelters. The DFCS is currently in the process of identifying space with adequate facilities to locate this program. Locations in or near Mayfair that are under consideration include the Mayfair Community Center and a site at King and Story Roads. The program is scheduled to start by the end of 2002.

Regarding programs for perpetrators of domestic violence, currently a number of organizations provide a 52-week, certified Batterers/Domestic Violence Program. Individuals convicted of domestic violence crimes are mandated by the court system to attend such programs, however, anyone is eligible to attend. There is usually some cost associated with attending these programs because experience has shown there is higher likelihood of consistent participation if an individual is vested in the program financially. Barriers to voluntary participation in the Batterers/Domestic Violence programs relate to the fact that it is a year-long commitment with minimum atten-

dance requirements and perhaps the larger issue is that the individual would essentially be admitting to being a batterer. In addition, other options that can be considered include anger management courses and other mental health programs, which may have more flexibility relating to duration of the course, attendance requirements and costs. The Family Violence Center and the County's Nuestra Casa Family Resource Center can provide information about these resources and provide referrals to individuals, as necessary.

This *Plan* recommends that the City and County increase outreach to the community about the existing services they provide for domestic violence. Also, the City should consider providing additional services or increased resources to encourage community-based organizations to provide increased outreach and support for families with domestic violence issues that do not have court-mandated cases, and programs that have a more proactive focus on issues of domestic violence.

5. Alcohol and Drug-Related Issues

Drug and alcohol awareness programs. Residents are interested in increased outreach regarding available drug and alcohol awareness and prevention programs. The City does not directly provide any substance abuse or prevention programs; however it does provide grant funding for agencies that do provide such services. This Plan recommends that the City fa-

cilitate communication between these service providers and the community.

Restrict alcohol sales near schools. Residents recommended that the City take steps to restrict liquor licenses near schools. The State of California, Department of Alcohol Beverage Control (ABC) has the exclusive power to license and regulate businesses that sell alcoholic beverages. Any existing license can be renewed unless the license has been revoked at a hearing for an accusation of problematic or illegal activities. ABC has the authority through state law, to deny a new retail license within at least six-hundred feet of a school, public playground and/or non-profit youth facility. A denial is issued in those cases that ABC determines the operation of a licensed premise would be "contrary to public welfare and morals." This authority does not pertain to the renewal or transfer of existing licenses. However, the transfer of a license could be denied if the ABC investigation (required by law) determines that an applicant and the associated business location do not qualify for a license or if protests are filed. In situations where ABC denies an application because of undue concentration of licenses in an area, or because the issuance of a license would result in law enforcement issues, an applicant can request that the City grant a Liquor License Exception Permit based on "public convenience or necessity". An Exception Permit can be considered by the City provided that there is at least a 300-foot separation between the business location and any public or private school (preschool through high

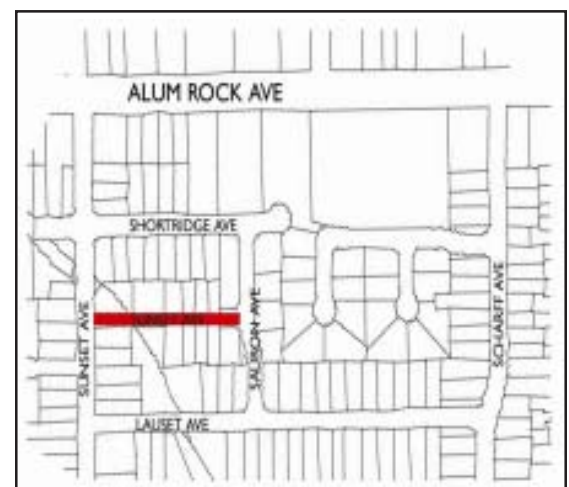
school). The Exception Permit goes through a public hearing, and the Planning Department takes public testimony into consideration during the decision-making process. It is important to note that Mayfair is located in an impacted census tract, which means that ABC will not issue any new licenses for off-sale liquor unless the City grants an Exception Permit.

During the course of the Strong Neighborhoods Initiative planning process, the City has become aware of residents concerns regarding the issuance of liquor licenses. Many residents are unclear as to what laws regulate the review and issuance of liquor licenses, and what role the City has in the permitting process. Recently, representatives from various City departments have begun meeting to review ABC licensing requirements, City policies and ordinances related to the sale of alcohol, and overall notification and communication procedures in an effort to develop policy recommendations for the City Council to consider for improving the liquor license permitting process. City staff will be meeting with representatives of ABC to discuss concerns and recommendations, and will continue to work toward improved information distribution, process improvements and policy changes, including the creation of a public education packet.

This *Plan* recommends that the City continue to work with ABC to improve the liquor permitting process. The City should also work with the community to increase education and awareness about the permitting process with a focus on opportunities where residents may get involved in the process.

6. Convert Sunset Court to City Ownership

Some residents living in the Sunset Court area would like the City to maintain the section of Sunset Court that connects Sunset Court to Saron Avenue. Currently, the City (e.g. Police, DOT, etc.) will not enter to maintain the area because that section of road is not a City or County street, but a private road. The road is basically a route that was established over the contiguous parcels between Sunset and Saron



Area of Sunset Court under private ownership

Avenues, most likely by some agreement between the property owners circa the 1920's. This was prior to the City having private street development standards. Therefore, the road exists as it does, and remains the maintenance responsibility of the property owners.

From a permit that was issued for one of the properties along this stretch in the mid-1980's and discussion with Public Works, it appears that it is the City's intent to make this a public road in the future. However, the only way for this to happen is if each of the property owners agrees to dedicate to the City the frontage needed to create a public road. At least one of the properties has already done this.

Thus, if the neighbors wish to pursue making this section of Sunset Court a public street, this *Plan* recommends that they determine whether each of the remaining property owners would agree to dedicate the requisite land. They can then seek City assistance to proceed in making this section of road public.

7. Neighborhood Capacity Building

During the planning process, many residents expressed that they appreciated that there is a strong sense of community and that there are many organizations in Mayfair that are committed to improving the neighborhood. However, residents are also interested in additional tools and skills to continue to build capacity in the neighborhood. Building capacity in the neigh-

borhood entails fostering relationships between neighbors, instilling a sense of ownership in the area and increasing residents' pride in the community.

Residents discussed the following ways in which to strengthen neighborhood capacity:

- ◆ **Create a neighborhood association.** Residents recognize that strong, united neighborhood groups play a pivotal role in successful neighborhood improvement efforts. The Mayfair SNI area has the benefit of having an organization like the Mayfair Improvement Initiative that is dedicated to working towards improving the quality of life for the Mayfair community. However, community members acknowledged that the residents themselves need to take a leadership role in ensuring that positive change occurs in the neighborhood in the long-term, including overseeing the implementation of the



Neighborhood mural with message emphasizing “community” and “brotherhood”

actions in this *Plan*. The Neighborhood Advisory Committee (NAC), working with MII and the community, could form the basis for a neighborhood association.

- ◆ **Develop a Mayfair interfaith network.** Residents would like to develop a network of faith and professionals to provide support for Mayfair families. Developing such a network would be an appropriate task for the new neighborhood association.
- ◆ **Establish a community bulletin board/meeting place.** Residents would like to establish a place in the neighborhood to serve as a community bulletin board for meetings and announcements and where adults could meet to discuss community issues. Residents suggested that space in the new Mayfair Community Center should be reserved for such a purpose.

G. *TRAFFIC AND PEDESTRIAN SAFETY*

1. **Traffic Calming**

In June 2001, the City adopted a new traffic calming policy to commit additional resources to addressing requests for traffic calming, increasing the level of community outreach, giving preferential consideration for streets with adverse traffic conditions for further evaluations, and preparing supplemental material to describe the details of the City's traffic calming processes.

The Department of Transportation (DOT) has a process by which it determines what type of traffic calming measure is "warranted" or appropriate for a particular area. Devices that are warranted under the required procedures are installed. There are three categories of traffic calming solutions:

- ◆ **Basic.** This includes regular traffic control devices such as stop signs, warning signs, cross walks and curb markings.
- ◆ **Level I.** These solutions include devices that slow traffic, such as road bumps, traffic circles and chokers.
- ◆ **Level II.** This includes devices that block or divert traffic, such as diverters and partial or full street closures.

Each issue is first addressed with Basic solutions. When the use of basic elements cannot effectively address a traffic issue, Level I solutions will be considered. Level II devices are usually considered only after a Level I devices has been used. However, if an evaluation that a Basic traffic solution is insufficient and it is clear that the traffic problem is related to volume and not speeding, the DOT will consider a Level II device. Generally, the majority of a neighborhood must concur with any plan that involves Level I or Level II devices. Level II devices require City Council approval.

The DOT has begun and will continue to review the 54 traffic issues compiled by the community. DOT will work with the community to gain their input on Level I/II projects. This is to ensure that those who will be most affected by a change have a chance to share their ideas and concerns. Substantial community support in the project area is needed for implementation of Level I/II devices. DOT will also consider the total effect of traffic calming in any one area to ensure that the actions being proposed will not simply push a problem to an adjacent street or neighborhood.

Councilmember Nora Campos (District 5) has also secured funding from the City budget for the first phase of a traffic-calming project on San Antonio Avenue. The project consists of constructing median islands on San Antonio Avenue and is expected to occur in four phases. The first phase, funded at \$450,000, will result in

constructing a median island on the portion of San Antonio Avenue near the San Antonio Elementary School.

This *Plan* recommends that the DOT continue to work with the community to study traffic issues identified by the community and subsequently, implement the agreed upon traffic calming solutions.

2. Pedestrian Safety

In addition to traffic calming issues identified by the community in the Mayfair SNI neighborhood, residents were interested in additional pedestrian safety enhancements. Enhancing pedestrian safety in the neighborhood could include education and outreach about pedestrian safety measures, crossing guard programs, handicap accessible curb ramps and other pedestrian amenities.

The City has recently established a "School Access Enhancement" program. The DOT is currently working with the school districts to provide enhancements such as signage, crossing guard programs and other measures to improve safety and access to schools. Through this program, DOT will review those traffic issues identified by the community that occur in the vicinity of schools in the area to determine what additional measures can be instituted to improve overall safety. Community members should work with their local schools and the Alum Rock School



Calming traffic and improving pedestrian safety in Mayfair is a high priority for residents

District to ensure that their concerns are addressed. DOT should coordinate improvements with the community.

The community can also work with organizations such as Walk San Jose, a non-profit organization dedicated to advocating for improving the safety of San Jose's streets, to develop potential strategies to improve pedestrian safety and the pedestrian environment.

This *Plan* recommends that the community work with DOT and non-profit organizations, such as Walk San Jose, to develop strategies to address improving pedestrian safety in Mayfair.

3. Transit Improvements

Residents are interested in transit improvements in the area including improvements to existing bus service by increasing evening service and establishing a new route that runs on San Antonio Street. Residents also expressed concern that existing bus service be maintained while construction of the future BART line and VTA transit improvements occur in the area. The community also expressed interest in having the VTA consider creating a light rail station at Sunset and Alum Rock Avenues as part of the transit improvements of the Downtown East Valley Transit Improvement Project. As discussed in Chapter 2, the Downtown East Valley Transit Improvement Project includes major transit im-

provements from Downtown San Jose, along the Santa Clara/Alum Rock Avenue corridor to the Alum Rock Station. The exact mode of transit planned for Alum Rock Avenue has not yet been determined. Potential modes under consideration in the Santa Clara/Alum Rock corridor include light rail, streetcar, and enhanced bus.

This *Plan* recommends that the VTA explore and determine the appropriate transit mode (including enhanced bus, streetcar and the lightrail) and station locations of the Santa Clara/Alum Rock corridor by working with the community, City of San Jose and Redevelopment Agency staff. VTA should also explore improvements to existing transit, and establish a bus route along San Antonio Street. Existing services should be maintained as construction of the BART line and VTA improvements take place.



Residents are interested in transit improvements in Mayfair